December 5, 2023

Content Protection SUMMIT

The Culver Theater, Culver City

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Program At-A-Glance

9 – 9:05 a.m. ..... Welcome Remarks

9:05 – 9:10 a.m. ..... Conference Welcome Remarks

9:10 – 9:30 a.m. ..... OPENING KEYNOTE: Securing the World Cup: Going for the Win! (Part I)

9:30 – 9:50 a.m. ..... Broadening the Spectrum of Protecting Live Content (Part II)

9:50 – 10:10 a.m. ..... Hacking the Hackers: Taking an Alternate Approach

10:10 – 10:30 a.m. ..... This Time it Matters: The Grand Convergence Underpinning AI

10:30 – 11 a.m. ..... NETWORKING BREAK

11 – 11:20 a.m. ..... CDSA Working Group Highlight: Addressing Crew On/Off-Boarding

11:20 – 11:40 a.m. ..... Using AI to Drive Efficiencies in Production and Post

11:40 a.m. – 12 p.m. ..... A look at the Legal and Moral Challenges of AI

12 – 12:15 p.m. ..... The Security Challenges of integrating AI & Consumer Apps (like Meta)

12:15 – 12:30 p.m. ..... CDSA Highlight: Securing the Broad Product Supply Chain via CDSA's Copyright & Licensing Working Group

12:30 – 1:30 p.m. ..... NETWORKING LUNCHEON

1:30 – 2 p.m. ..... CREATIVE KEYNOTE: How AI is enabling the Storyteller's Vision

2 – 2:20 p.m. ..... Premium Streaming: Per Session End-to-End Content Security (VOD & Live)

2:20 – 3 p.m. ..... Adobe's Content Authenticity Initiative & Extensive Leverage of AI

3 – 3:30 p.m. ..... NETWORKING BREAK

3:30 – 4 p.m. ..... Google's Perspective on Generative AI & Security

4 – 4:15 p.m. ..... ME-ISAC's Anatomy of a Breach: MGM Grand & Caesars Palace

4:15 – 4:35 p.m. ..... How AI Impacts Security Compliance

4:35 – 4:45 p.m. ..... CDSA Highlight: Hardening the Streaming Ecosystem via CDSA Security of Streaming Devices Working Group

4:45 – 5:15 p.m. ..... CLOSING KEYNOTE: Ready, Fire, Aim – The Impact of the Increasing Speed of Technological Evolution

5:15 p.m. ..... Closing Remarks and NETWORKING RECEPTION

Conference Program

Atkinson

Finley

9 – 9:05 a.m. Welcome Remarks
Richard Atkinson, President & Chairman Emeritus, CDSA
Guy Finley, Executive Director, CDSA

9:05 – 9:10 a.m. Conference Welcome Remarks

Kent

9:10 – 9:30 a.m. OPENING KEYNOTE: Securing the World Cup: Going for the Win! (Part I)
Preparing, presenting, and protecting major LIVE events is a core challenge to our industry, both from a streaming and broadcast distribution perspective. Our opening Keynote speaker takes us through some of the planning, the setup, and the execution of one of the most successful overall efforts to protect the biggest and most hotly anticipated sporting event, the World Cup.
Lee Kent, Content Protection Manager, beIN Media Group

Bahun

9:30 – 9:50 a.m. Broadening the Spectrum of Protecting Live Content (Part II)
Having just heard from the Distributor in Part 1, the core question is: How does this help the Content Owner? This session analyzes the challenge from different perspectives across our industry, and how it all comes together when you have mere moments (seconds?) to detect fraudulent streams. A critical factor is identifying their routes and getting them terminated…in ways that drive consumers to the licensed channels and away from the pirates.
Sam Bahun, Vice President of Sales Americas, Friend MTS

Pickering

9:50 – 10:10 a.m. Hacking the Hackers: Taking an Alternate Approach
Taking the fight directly to the scammers and using their tools and approaches against them is a novel approach that can have dramatic deterrent effects for our community and especially our customers…whom they prey upon. This session talks through scenarios of those that conduct such work, the results, and the feeling of giving these scammers a taste of their own medicine.
Alex Pickering, Director, Content Security, BBC Studios
Richard Atkinson, President, CDSA

10:10 – 10:30 a.m. This Time it Matters: The Grand Convergence Underpinning AI
There is a true revolution going on across all industries around the world. AI represents an incredible opportunity as it is being leveraged by just about every aspect of technology and life in general… and while there are amazing gains there are also many terrifying threats and nefarious uses of the technology. This session will touch on the breadth of AI, while also providing a perspective on how to embrace the opportunities and not to be fearful or reactive.
Richard Atkinson, President, CDSA
Benjamin Toombs, Manager of DTC Fraud Prevention, Warner Bros. Discovery and Co-Chair of CDSA AI Working Group

10:30 – 11 a.m. NETWORKING BREAK

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Conference Program

Harrison

11 – 11:20 a.m. CDSA Working Group Highlight: Addressing Crew On/Off-Boarding

The constant onboarding and offboarding of production crew members across major elements of M&E has considerable cost and timing implications against an overall industry effort to work faster, be more agile and achieve greater efficiencies. CDSA and MovieLabs are attacking this space from both ends, with CDSA's Production ID Working Group driving a near-term effort to make operational efficiency improvements via best practices, while MovieLabs is developing a "North Star" vision for our industry that defines key transitional elements that CDSA can then air towards. Hear from panelists engaged in both endeavors, and the value they see in this effort.

Moderator: Ben Schofield, Technical Director, CDSA

Panelists: Keith Ritlop, Vice President of Enterprise & Production Technology NBCUniversal and Co-Chair, Production Security Work Streams, CDSA

Shira Harrison, Vice President, IT, Amblin Entertainment and Co-Chair, Production Security Working Group, CDSA

Scholfield

Ritlop

11:20 – 11:40 a.m. Using AI to Drive Efficiencies in Production and Post

In this next session we will review some of the ways in which the industry is leveraging AI in production technology to help reduce "friction" and drive systems consolidation to better support creative workflows. Hear about the efficiencies which can be gained and what best practices can be employed to ensure we are using the technology to the best of its ability.

Keith Ritlop, Vice President of Enterprise & Production Technology NBCUniversal and Co-Chair, Production Security Work Streams, CDSA

Glausman

11:40 a.m. – 12 p.m. A look at the Legal and Moral Challenges of AI

The speed of the development, training, and leveraging of AI is leading many people to raise significant legal and moral questions. There are so many questions around who owns the rights to the materials which AI engines are being trained on and what is real or fake. As the usage of this technology becomes increasingly pervasive we need to try to find some answers. This session will explore this landscape, and provide some perspectives on how to weigh these opportunities and risks.

Evelynn Glausman, General Manager, IoLiberium

Nick Matlach, President, IoLiberium and Executive Board Member, CDSA

Matlach

Little

12 – 12:15 p.m. The Security Challenges of integrating AI & Consumer Apps (like Meta)

There are many emerging challenges when integrating AI services into customer-facing spaces and the security/concerns we should take into account. We may inadvertently create security or privacy concerns, e.g., introduction of AI created stickers on Meta messenger and the lack of limitations allows users to create inappropriate content and then distribute it, essentially using Meta's platform resources.

Nicole Little, Content Protection Strategist, Amazon Studios

Conference Program

Abdi

12:15 – 12:30 p.m. CDSA Highlight: Securing the Broad Product Supply Chain via CDSA's Copyright & Licensing Working Group

Consumer Product development and manufacturing of IP from film, TV, and games is a multi-billion dollar industry…which is fraught with risk due to the early timing, distributed nature of the process and the ultimate value of the products. The CDSA's Copyright & Licensing Working Group has embarked on a multi-year effort to engage with the Licensing Community in a broad way with their "Spoiler Alert" awareness campaign. This session highlights the overall project, the roadmap, and some of the key objectives and learnings.

Nick Matlach, President, IoLiberium and Executive Board Member & CLWG Co-Chair, CDSA
Cyril Abdi, Director of Sensitive Information Protection, The Walt Disney Company and CLWG Co-Chair & Board Member, CDSA

12:30 – 1:30 p.m. NETWORKING LUNCHEON

Rees

1:30 – 2 p.m. CREATIVE KEYNOTE: How AI is enabling the Storyteller's Vision

CDSA's new "Creative-in-Residence" joins us for a continuation of the conversation on the intersection between "AI and Creativity". In this session, we get insight into how multiple players come together to develop amazing AI experiences.

Jerry Rees, Disney Imagineer/Director/Animator

Munson

2 – 2:20 p.m. Premium Streaming: Per Session End-to-End Content Security (VOD & Live)

This session highlights the newest innovations in video/content security leveraging the joint capabilities of Eluvio and NAGRA. It presents real-world use cases, discuss the industry's first integration of forensic watermarking into Eluvio's global blockchain Fabric for premium content distribution, and more.

Michelle Munson, Chief Executive Officer & Co-founder, Eluv.io
Ken Gerstein, Vice President, Sales, NAGRA Anti-Piracy & Nexguard

Gerstein

Burke

Draper

2:20 – 3 p.m. Adobe's Content Authenticity Initiative & Extensive Leverage of AI

All this talk about AI is great, but how is it being leveraged to help us and make our creative lives better? This session will focus on how Adobe is leveraging AI (and has been for some time) to achieve greater content authenticity, easier and safer content generation, and more effective fraud prevention…while also enabling amazing user creativity and efficiency.

Enhancing Tools and Workflows through AI –
Todd Burke, Principal Solutions Consultant, Adobe and CDSA Board Member
Using AI Bots for Advanced Fraud Detection –
Michael Draper, Senior Director Digital Fraud and Consumer Protection, Adobe
Establishing Provenance: The Content Authenticity Initiative –
Santiago Lyon, Head of Advocacy and Education, Content Authenticity Initiative (CAI)

Lyon

3 – 3:30 p.m. NETWORKING BREAK

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Conference Program

Scales

3:30 – 4 p.m. Google's Perspective on Generative AI & Security
How are Generative AI & Security converging? We hear from Google Cloud as they work to stay ahead of the threats while leveraging the opportunities.
Toby Scales, Advisor, Office of the CISO, Google Cloud

Taylor

4 – 4:15 p.m. ME-ISAC's Anatomy of a Breach: MGM Grand & Caesars Palace
Jess Levine, Threat Analyst, CDSA's ME-ISAC
Chris Taylor, Director, CDSA's ME-ISAC and Global Security Director, Skydance

Gilliat-Smith

4:15 – 4:35 p.m. How AI Impacts Security Compliance
Generative AI is in nearly every conversation and will touch us in everything we do from email and social media, through to new SaaS applications we develop and our use of 3rd party solutions. Risk will increase in proportion to the level of AI interaction. Without defined best practice and security compliance how can we be confident that AI is working for us for rather than against us in public cloud environments.
Moderator: Mathew Gilliat-Smith, EVP, Convergent Risks
Panelists: Chris Johnson, Founder & CEO, Convergent Risks
Justin Whitehead, Founder and CEO, Digital Silence

Johnson

Whitehead

Paun

4:35 – 4:45 p.m. CDSA Highlight: Hardening the Streaming Ecosystem via CDSA Security of Streaming Devices Working Group
This session discusses the strategic and holistic approach being taken by our community to address challenges in the entire streaming ecosystem that starts at the device level. With a collective goal of hardening an ever evolving landscape, we have built several work streams that compliment the overall objective of the primary group which is led by Netflix.
Filip Paun, Senior Security Architect, Netflix and SSDWG Chair & Board Member, CDSA

Schilowitz

4:45 – 5:15 p.m. CLOSING KEYNOTE: Ready, Fire, Aim – The Impact of the Increasing Speed of Technological Evolution
"The power of miniature transistors, and the silicon that binds and activates that magic, is undeniable in its transformation of humanity.
What we do with that silicon in the many form factors it lives today, from the browser to mobile computing to all the ways that data flow that enables the world to drive our hyperconnected global society, all living on binary compute functions, is truly awe-inspiring.
And we are just really getting started on this journey of the power of computing. In the era of AI, ML, blockchain, and XR, this already profound impact will be multiplied by the speed at which these changes will impact our lives, both at work and at home.
Revisiting their conversation from Fortinet's Security Summit Championship back in September, our CLOSING KEYNOTE discussed the impact of these new technologies on our industry, businesses, and lives, now and in the future."
Ted Schilowitz, Futurist & Executive Vice President, Paramount Global
Seth Shapiro, Managing Partner, Digital Asset Advisors and Partner, Alpha Transform Holdings
Michael Smiley, Director Systems Engineering, Fortinet

Shapiro

Smiley

Closing Remarks and NETWORKING RECEPTION

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For more information or general enquiries:
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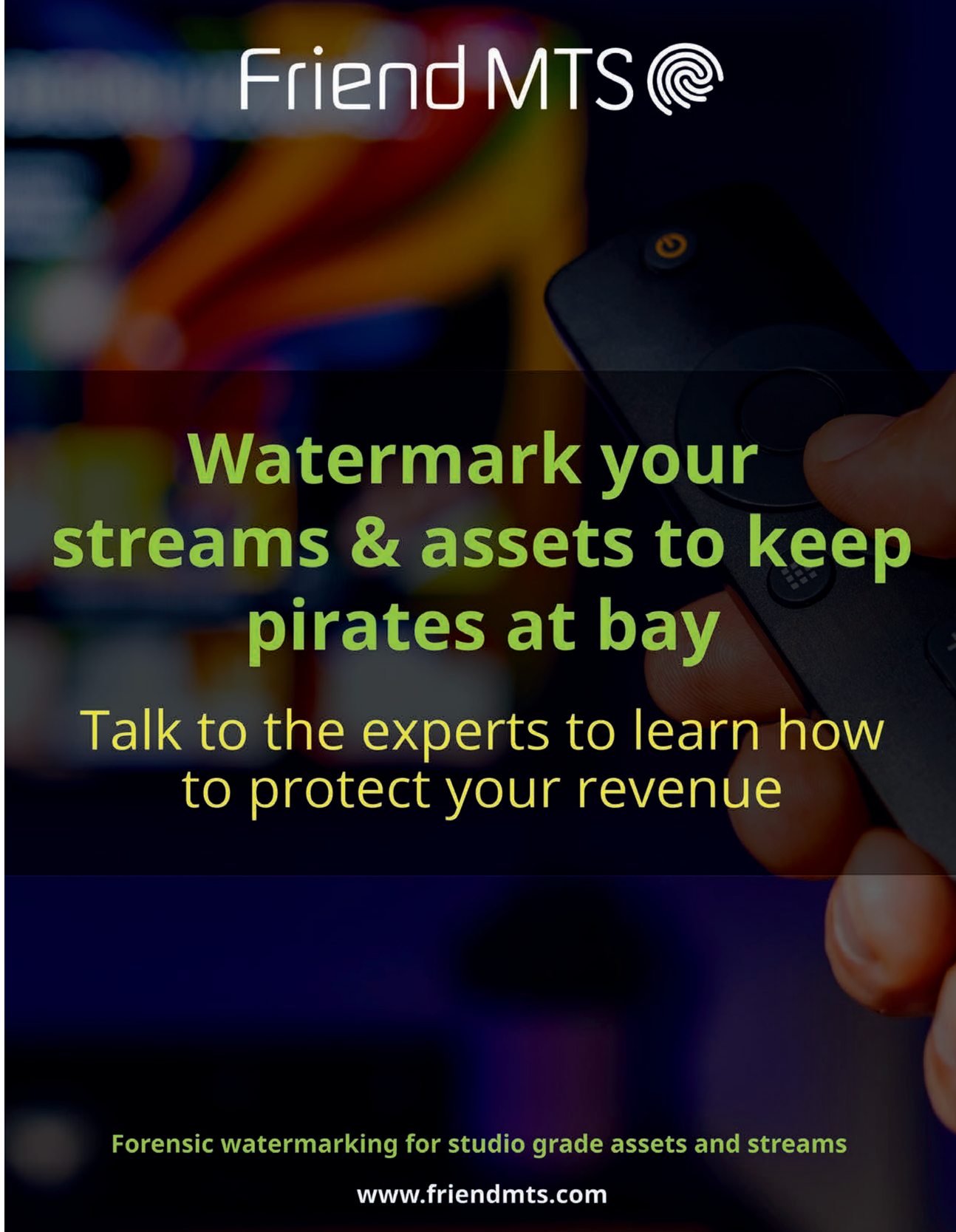
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